



CAMPAIGN TOOLKIT

SOCIAL MEDIA TEMPLATES

Thank you for partnering with **United Way of Central Iowa** through your workplace campaign!

This toolkit includes ready-to-use social media captions, graphics, internal communication templates, and digital screen assets to help your organization **celebrate your campaign results, thank your employees, and share the impact you made together in central Iowa.**

- Simply customize the templates with your **company name, campaign results, and logo** where indicated.



- Replace this placeholder image with your logo:

Don't forget to:

- Tag **United Way of Central Iowa** when sharing on social media
- Tag your company, employees, or campaign partners when appropriate
- Celebrate both participation and dollars raised when those results are available
- Use the campaign hashtag: **#UnitedIsTheWay**

Thank you for showing what's possible when we come together. United is the Way.

Canva graphics templates: <https://canva.link/v1tbvk5sk28df7d>

CAMPAIGN ANNOUNCEMENT



Caption option 1:

We're proud to support United Way of Central Iowa! 💙

Our workplace campaign is officially underway, and we're inviting our [Company Name] team to join us. Every gift and every person who participates helps strengthen our community and create more opportunities for central Iowans.

Together, we can make a greater impact than any one of us can make alone.

Ready to get involved? Give today: [LINK]

#UnitedIsTheWay #CentralIowa

Caption option 2:

We're gearing up for our United Way of Central Iowa workplace campaign! 💙

At [Company Name], giving back to the community is an important part of who we are. We're excited to once again come together in support of United Way of Central Iowa and the work happening across our community.

Stay tuned as our campaign gets underway!

#UnitedIsTheWay #CentralIowa

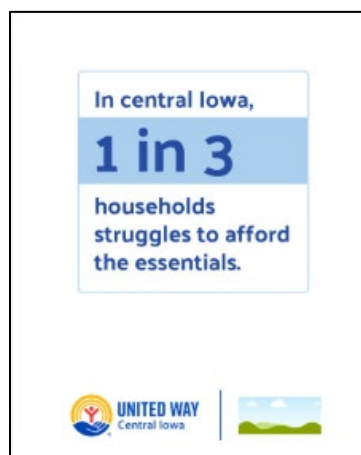
CAMPAIGN RESULTS



Caption suggestion:

Together, we raised \$XXX,XXX for **United Way of Central Iowa**! Thank you to our [Company Name] team for coming together to support our community. United is the Way. 💙

1 IN 3 HOUSEHOLDS



Caption suggestion:

Why we're United for Central Iowa. 💙

In central Iowa, 1 in 3 households struggles to afford essentials. Through our workplace campaign, [Company Name] is proud to support United Way of Central Iowa and its work to bring organizations, resources, and people together to address our community's most pressing needs.

We're proud to be part of what's possible when Central Iowa comes together.

#UnitedIsTheWay #CentralIowa



HOW YOUR GIFT MAKES AN IMPACT

Caption suggestion:

Together, our impact goes further.

Through our workplace campaign with United Way of Central Iowa, our individual gifts become part of something bigger. United Way brings together support from across the community and works with 106 trusted community partners and 167 impact-focused programs to help move

central Iowa forward.

That collective work helps 1 in 3 central Iowans benefit from a United Way-supported program.

[Company Name] is proud to be part of it.

#UnitedIsTheWay #CentralIowa

ESSENTIAL NEEDS



Caption suggestion:

Meeting essential needs helps build a stronger community.

In central Iowa, 1 in 3 households struggles to afford basic needs. United Way of Central Iowa and its partners are working to connect our neighbors with resources that can help, from housing and food assistance to 211.

Through our workplace campaign, [Company Name] is proud to support work that helps central Iowans meet their essential needs and move forward.

#UnitedIsTheWay #CentralIowa

EARLY CHILDHOOD SUCCESS



Caption suggestion:

A strong start can make a lasting difference.

Today, 56% of children from low-income households are not ready for kindergarten. United Way of Central Iowa is working with community partners to help change that, with more than 5,600 children benefiting from early childhood education programs and 5,200+ receiving developmental screenings.

[Company Name] is proud to support this work through our United Way workplace campaign.

#UnitedIsTheWay #CentralIowa

EDUCATION SUCCESS



Caption suggestion:

Every young person deserves a path forward.

In central Iowa, 1 in 5 high school graduates does not have a plan for the future. United Way of Central Iowa-supported programs are helping young people prepare for what comes next, with 47,700+ youth served through Education Success programs and nearly 4,500 participating in college or career readiness activities.

Our [Company Name] workplace campaign is one way we're coming together to support that progress.

#UnitedIsTheWay #CentralIowa

ECONOMIC OPPORTUNITY



Caption suggestion:

A job should be a pathway to greater financial stability.

Yet 17,000 central Iowans are employed and still living in extreme poverty. United Way of Central Iowa works with partners across our community to expand access to education, workforce training and opportunities that can help people increase their income.

Through our workplace campaign, [Company Name] is proud to support a stronger central Iowa where more people have the opportunity to thrive.

#UnitedIsTheWay #Centrallowa

HEALTH & WELL-BEING



Caption suggestion:

A healthier central Iowa starts with access to care and support.

Nearly half of Iowa adults with mental illness do not receive the treatment they need. Through United Way of Central Iowa-supported physical and mental health programs, 28,500+ individuals have been served, with 74% of those served maintaining or improving their overall mental health.

[Company Name] is proud to support United Way of Central Iowa through our workplace campaign and be part of building a healthier community.

#UnitedIsTheWay #Centrallowa